



SHOWROOMS . . . Display pens of chinchillas at the headquarters of the Allied Fur Industries, at 2227 W. 182nd St., contain some of the finest animals ever bred.

Heart of Great Chinchilla Industry Here

Leader in one of America's most fascinating industries is the Allied Fur Industries, Inc., a clearing house for chinchilla raisers the world over.

With headquarters at 2227 W. 182nd St., the firm maintains its bookkeeping and sales offices, mailing rooms, animal hospital, show units, feeding and equipment units, and the pens which will house more than 800 chinchillas in the local plant.

President and general manager of the firm is Lloyd Prestwitch, who started in the business a number of years ago by buying a pair of chinchillas.

Don Grover, Southern California district manager, also makes his headquarters at the 182nd St. headquarters.

Allied's field of operation covers three phases, according to Prestwitch:

1. The firm is a recognized authority on the quality of chinchillas and buyers can be assured of getting a quality product for their money.

2. Offers regular service and help to raisers.

3. Offers an outlet for animals. From sales totaling about \$250,000 in 1948, the local firm recorded a \$1,500,000 sales in live animals last year.

Prestwitch scoffs at stories of \$100,000 chinchilla coats and wraps by saying that when sufficient numbers of the valuable animals are in existence to permit pelting, the fur will have to compete in the market with mink and sable.

Allied has several firsts to its credit. It was the first to use grading by fur experts to determine the quality of an animal.

It has also led the way in herd improvement by establishing two experimental ranches to carry out scientific breeding programs, and has pioneered the equipment field for raising chinchillas, and is the first and only organization to offer complete service to its customers, according to the firm's officials.



HIGHWAY IMPROVEMENT . . . State crews recently cleaned up the corner of Hawthorne Ave. and Redondo Beach Blvd., long a treacherous intersection and an unappealing entrance to the City of Torrance. The elimination of awkward turns, and the installation of more simplified traffic control signals have made the intersection one of the safest in the area.



BUILDERS BABIED . . . Everything for the builder, is the motto of Paramount Builders Supply, located at 3401 Torrance Blvd. To prove it, the firm features supplies from the building department, will rent tools, and if the homeowner wants to landscape his place, will supply him with shrubs from the nursery. This panoramic picture shows two of the three departments, open seven days a week to serve their customers. A complete line of building supplies and paints are available.



LLOYD PRESTWITCH



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a shotgun barrel," users say . . . while the exterior is uniformly coated with corrosion and abrasion resistant zinc by electrogalvanizing. Rome Cable is proud to be identified with Torrance's industrial growth and community life. The acknowledged high quality of ROME-EMT is testimony to the skill and industry of its people.



Left: Discharge end of electro-galvanizing and enameling unit
Above: Equipment for slitting steel to accurate width from jumbo roll
Above Right: Of advanced design, these units form and automatically weld the tubing



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